

- 22 -

What is claimed is:

- 1 1. An interactive financial information
2 exchange tool comprising:
 - 3 a network interface connected to an external
4 network;
 - 5 a processing circuit coupled to the network
6 interface; and
 - 7 a memory coupled to the processing circuit,
8 the memory storing, for execution by the processing
9 circuit, instructions for:
 - 10 receiving a query from a remote user over
11 the network interface;
 - 12 presenting the query to an online analyst;
 - 13 accepting an answer to the query from the
14 online analyst; and
 - 15 sending the answer to the remote user over
16 the network interface.
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- 24 -

7 accepting an answer to the query from the
8 online analyst; and

9 sending the answer to the remote user over
10 the network interface.

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1 5. The method for interactive financial
2 information exchange of claim 4, further comprising
3 the steps of:

4 opening, at the remote user, an information
5 link selected by the online analyst.

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1 6. The interactive financial information
2 exchange method of claim 4, further comprising the
3 steps of:

4 directing the query to a hub analyst who
5 selects at a hub destination the online analyst to
6 answer the query; and

7 forwarding the query to the hub destination.

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- 25 -

1 7. The interactive financial information
2 exchange tool of claim 3, further comprising within the
3 memory instructions for redirecting the query to a
4 further hub destination.

1 8. The interactive financial information
2 exchange tool of claim 3, further comprising within the
3 memory instructions for redirecting the query to a
4 further hub analyst.

1 9. The interactive financial information
2 exchange method of claim 6, further comprising the step
3 of redirecting the query to a further hub destination.

1 10. The interactive financial information
2 exchange method of claim 6, further comprising the step
3 of redirecting the query to a further hub analyst.

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